



**Balboa Village Business Improvement District
March 12, 2013 Meeting Minutes - DRAFT**

1. Call to Order –

Mr. Rodheim called the meeting to order at 8:35 a.m.

Directors Present:

Ralph Rodheim	President
Craig Batley	Vice President
Patrick Moore	Treasurer
Rita Stenlund	Board Member
Henk Weissner	Board Member
Mike Thompson	Board Member
David Salisbury	Board Member

City Representatives:

Mary Locey	Public Information Specialist
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Public:

Steve Rosansky	Newport Beach Chamber of Commerce
Leslie Perovich	ExplorOcean
Janis Dinwiddie	Dinwiddie Events

2. Public Comments on Agenda Items

None.

3. Approval of Minutes

Mr. Moore made the motion to approve the February 12, 2013 meeting minutes. The motion was seconded by Mr. Batley and unanimously approved by the Board.

4. Current Business

a. Council Report

Council Member Henn was not present at the meeting. Mr. Rodheim gave an update on City matters.

Mr. Rodheim informed the group that the City is aware of the homeless situation in the village and throughout the city. This is a sensitive issue and the police department is making every effort to assist. Mr. Rodheim recommends that the BID members continue to discuss the matter with City Council members and City staff.

The Balboa Village Advisory Committee (BVAC) will be meeting tomorrow at 4 p.m. Some items on the agenda include parking and proposed building façades.

Mr. Rosansky mentioned that the City is taking a serious look at the residential trash collection and there are some areas that will need to be tailored to the community needs.

b. BID vs. Merchants/Owners Association

Today at 4:30 p.m., Mr. Rodheim is meeting with City representatives to discuss the proposed transition plans for disestablishing the Balboa Village BID and establishing a merchant's association. Mr. Rodheim asked the Board for direction on the discussions. With the BID disbanding by July 1, 2013, there are several things that need to happen. New bylaws need to be created for the new association, banking issues reconciled, deciding if dues will be collected, etc.

Mr. Batley asked why the City wants this to happen. Mr. Rodheim explained that being a merchants association will reduce lots of the red tape involved with being a BID and it will be easier to make decisions.

Mr. Batley thinks the key issue is getting a guarantee of the City offered money each year. All agreed that this is an important factor to bring to the City discussion.

c. Newport Beach Chamber Membership

Mr. Rodheim noted that the Board has not paid its Chamber membership dues while waiting to see what happens during its transition. Mr. Rosansky was invited to speak on the new direction the Chamber is taking.

Mr. Rosansky provided some of his background as serving on the City Council for nine years and then being asked to help the Chamber. He took over in a volunteer capacity on January 16, 2013 and immediately started recommending changes. He noted that the new direction for the Chamber is a 180% change and that it was suffering from large, inherited debit from three main issues:

1. Building – The Chamber owned the building, but not the land it was built upon. The land lease was increased to an amount that was not sustainable. It was decided to move and preparations are being made for a location in the Fashion Island area. In addition, the Chamber staff was reduced from 9-10 employees down to 4-5 employees.
2. Recession – During its peak, the Chamber had approximately 900 members. Membership went now down to about 670 during the recession. As this was happening, the Chamber staff did not address the reasons why and how to keep its value for member services. Since he has started with the Chamber, the membership numbers have been rising each month.
3. Events – The Chamber became an event-hosting organization that slowly started to consume its staff. Chamber operations for member services virtually shut down for two to three months before each event.

The Chamber is now taking actions to refocus on making member services its priority. It will be announced soon that there will be no Taste of Newport this year. It might return in the future as something different - smaller venue, scaled-down version. He mentioned that there will be a Boat Parade this year and that the Police Appreciation Breakfast is coming up soon.

The new leadership is focused on programs that support the business community. The first Thursday of each month, the Chamber is hosting a government affairs meeting. The first meeting had 10 people all from the government to talk with each other. Changes were made to advertise the meetings and it was moved to the Central Library Friends Room to accommodate more people. The last meeting was well attended by approximately 60 people. The goal is to increase awareness of the program, offer important topics and engaging speakers to increase attendance to over 100 people.

Mr. Rodheim told the group that individual businesses can become members, but he wants to be sure that the Board is spending the BID money in an appropriate manner.

Mr. Rosansky stated the Chamber is an advocate for the business community, creating relationships, offering programs that are relevant to businesses, and serves as a larger representative of the city's businesses. He is aware that of the homeless situation and the Chamber can help by being a representative with more clout.

Mr. Rodheim thought having a BID/merchant association representative on the Chamber board would be beneficial. Mr. Rosansky told the group that the Chamber represents all businesses in the City, not certain areas or larger entities. It serves as a connection to interact together, meet and learn about other issues local businesses are experiencing and becoming more aware of the entire community. Mr. Rosansky noted that seats on the Chamber board will be opening soon, so now would be a good time to apply. In addition, Mr. Rosansky remarked that the Chamber is only as strong as its membership.

Mr. Thompson thought it was appropriate for the BID to be a member of the Chamber. Mr. Batley made a motion in favor of the BID being a member of the Chamber and paying the annual dues of \$440. Mr. Moore seconded the motion and it was approved.

Mr. Rosansky closed his remarks by noting that the April 4 Government Affairs Meeting will have Supervisor Moorchach as the guest speaker.

d. BID Financial Report

Mr. Moore presented the financial report noting that three checks have cleared the

account last month and with the approval to pay the Chamber dues, the account is now \$440 lighter.

Discussion followed about the need to zero out the BID account or the left over money will be equally divided amongst the BID members. It cannot be transferred to the new merchants association. Of the approximately \$25,000 in the account, the majority is all committed to monthly bills or future events.

Mr. Batley made a motion approve the financial statement. Mr. Thompson seconded the motion and it was approved.

e. Ensenada Race Update

The events taking place in the village on Thursday include 12 restaurants participating in the stroll, sample and sip event. A flyer is being created that will have the restaurants listed with the menu items on one side and village activities listed on the reverse.

Sunday's event will run from 12 p.m. to 5 p.m. with various stations to pick up event flyers. All tickets for paid events will be sold at ExplorOcean. Events include a beer garden at ExplorOcean, artists working and displaying items, and various other activities.

There are 10 sidewalk chalk artist committed to the event. The area will be set up and the artists may start work on Saturday.

Both Thursday's and Sunday's events are open to the community.

f. Spring Event Update

The Board has ideas for events to bring people in all through the spring. These include offering live music and a regular schedule for carriage rides. These will run each Sunday through the end of June. Visit Newport Beach will be assisting with the marketing efforts along with posting on various online event calendars and the BID's website.

g. 2013 Planned Events Update

Planned events for 2013 include a temporary ice skating rink with a proposed set up near the park gazebo, turning the village into a Christmas holiday headquarters, and working with the City to develop the village as the historic heart and soul of the city.

h. Marketing Update

Ms. Perovich is the contact person for any needed updates to the BID's website. Members are encouraged to create a link from their websites to the BID website to help drive traffic, and efforts will be made to post special offers and events.

i. Christmas Decorations and Storage

It was noted that it was going to be too much trouble to pick up the wreaths and move them, so the wreaths will remain in storage and payment in the amount of \$900 is needed.

5. New Business

a. Social Media and Contract Services

The Board wants to wait and see what happens with converting to a merchant's association and the possibility of receiving marketing assistance from VNB.

b. Police Appreciation Breakfast

The Police Appreciation Breakfast will be on March 21 at 7:15 a.m. Tables are \$500 and that covers four police personnel. Mr. Rodheim asked the Board if there was an interest in purchasing a table. There was not enough support to purchase a table, but members were encouraged to purchase individual tickets and attend the event.

6. Board Announcements

None.

7. Public Comments on Non-Agenda Items

The suggestion was made again about posting BID village events on the Disney Studios employee website; an email was previously sent out with pricing information. The Board recommended forwarding the information to VNB.

Another suggestion was to contact the local radio studio KOCI to cover events. Ms. Perovich said she would follow up on this lead.

The cruise ship industry is considering Newport Harbor as a future port-of-call. The idea is for cruise ships to dock outside the harbor and shuttle passengers to Balboa Village.

8. Adjournment

The meeting was adjourned at 9:50 a.m.